

REMARKS/ARGUMENTS

Reconsideration and withdrawal of the rejections of the application are respectfully requested in view of the amendments and remarks herewith. The present After-Final Amendment is being made to facilitate prosecution of the application and does not require further search.

I. STATUS OF THE CLAIMS AND FORMAL MATTERS

Claims 1, 2, and 4-15 are pending in this application. Claim 3 has been canceled without prejudice or disclaimer of subject matter. Claims 1, 4, 8, 9, 10, and 11 are independent. Claims 1, 4, 8, 9, 10, 11, and 15 are hereby amended. Support for this amendment is provided throughout the Specification as originally filed, specifically at page 27 and Figure 34C. No new matter has been introduced by this amendment. Changes to claims are not made for the purpose of patentability within the meaning of 35 U.S.C. §101, §102, §103, or §112. Rather, these changes are made simply for clarification and to round out the scope of protection to which the Applicants are entitled.

II. REJECTIONS UNDER 35 U.S.C. § 103(a)

Claims 1, 2, and 4-15 were rejected to under 35 U.S.C. §103(a) as allegedly unpatentable over U.S. Patent No. 6,005,562 to Shiga et al. in view of U.S. Patent No. 6,025,837 to Mathews, III et al. and further in view of U.S. Patent No. 6,502,241 to Kretz et al.

Independent claim 1, as amended, recites, *inter alia*:

“...whereby each main page is associated with a main layout tag that includes a display position for

said page and an ID of a box composing the page, each box is associated with a box layout tag that includes a display position for said box and an ID of a cell composing the box, and each cell is associated with a cell layout tag that includes an ID of a data format of the cell, a display position of the cell, and one or more IDs of information related to the cell." (emphasis added)

As understood by Applicants, U.S. Patent No. 6,005,562 to Shiga et al.

(hereinafter, merely "Shiga") relates to a technique for transmitting and receiving an electronic programming guide (EPG), which identifies programs that are to be transmitted. The EPG data includes image data representing image of reduced, less than normal, size to identify respective programs. (see abstract, emphasis added)

As understood by Applicants, U.S. Patent No. 6,025,837 to Mathews, III et al. (hereinafter, merely "Mathews") relates to an interactive entertainment system in which each subscriber has a user interface unit that has a processor and memory. In the memory, an electronic program guide is stored and is executable on the processor to organize programming information that is descriptive of the programs supplied over the interactive entertainment system. A hyperlink browser is also stored in memory and executable on the processor. These hyperlinks are integrated as part of the electronic programming guide user interface.

As understood by Applicants, U.S. Patent No. 6,502,241 to Kretz et al. (hereinafter, merely "Kretz") relates to a method for transmitting and receiving a database, e.g. an electronic program guide. The database includes a plurality of program items. In order to assist a user in retrieving wanted items, a menu structure is transmitted. (see abstract, emphasis added)

Applicants submit that nothing has been found in either Shiga, Mathews, or Kretz, taken alone or in combination, that would disclose or suggest the above-identified features of

claim 1. Specifically, none of the above-mentioned references teach or suggest that "each cell is associated with a cell layout tag that includes an ID of a data format of the cell, a display position of the cell, and one or more IDs of information related to the cell," as recited in claim 1. While Kretz does describe a format at column 4, lines 20-45, there is no disclosure or suggestion of ID information related to the cell.

Therefore, Applicants submit that claim 1 is patentable.

For reasons similar to, or somewhat similar to, those described above with regard to independent claim 1, amended independent claims 4, 8, 9, 10, and 11 are also believed to be patentable.

III. DEPENDENT CLAIMS

The other claims are each dependent from one of the independent claims discussed above and are therefore believed patentable for at least the above-identified reasons. Since each dependent claim is also deemed to define an additional aspect of the invention, however, the individual reconsideration of the patentability of each on its own merits is respectfully requested.

CONCLUSION

In the event the Examiner disagrees with any of the statements appearing above with respect to the disclosures in the cited references, it is respectfully requested that the Examiner specifically indicate the portion, or portions, of the reference, or references, providing the basis for a contrary view.

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Applicants submit that this After-Final Amendment does not require further search and that all of the claims are in condition for allowance. Applicants respectfully request entry of this After-Final Amendment and early passage to issue of the present application.

Please charge any fees that may be needed, and credit any overpayment, to our Deposit Account No. 50-0320.

Respectfully submitted,
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